

RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD
Region Operations Mgr

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July 18, 1997

RJR Account #442680

M. Gandulla

MOUNTAIN CANDY

SMOKER'S PARADISE: SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Mark:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 22 skus of B2G1F Displays (item #530030) to pack and ship this promotion to 'Smokers Paradise' chain stores (RJR Manager, R. Tanchyk will provide store Display distribution list).

DORAL BRAND STYLE	B2G1F UPC Code	#1 (6M) Cases B2G1F
Light	12300-22588	2
Light Men 100	12300-22592	1
Light 100	12300-22589	2

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #090297

Product / Premium Arrival:

September 2, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount: \$704.63

Non-EFT \$ Amount: \$N/A

51844 9090
0

-2-

B2G1F
MOUNTAIN CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED **CUSTOMER LIST**.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF THREE DIFFERENT DORAL BRANDSTYLES
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'
(USE ATTACHED AS 'MASTER' TO MAKE COPIES AS NECESSARY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$24.50 (1.75 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

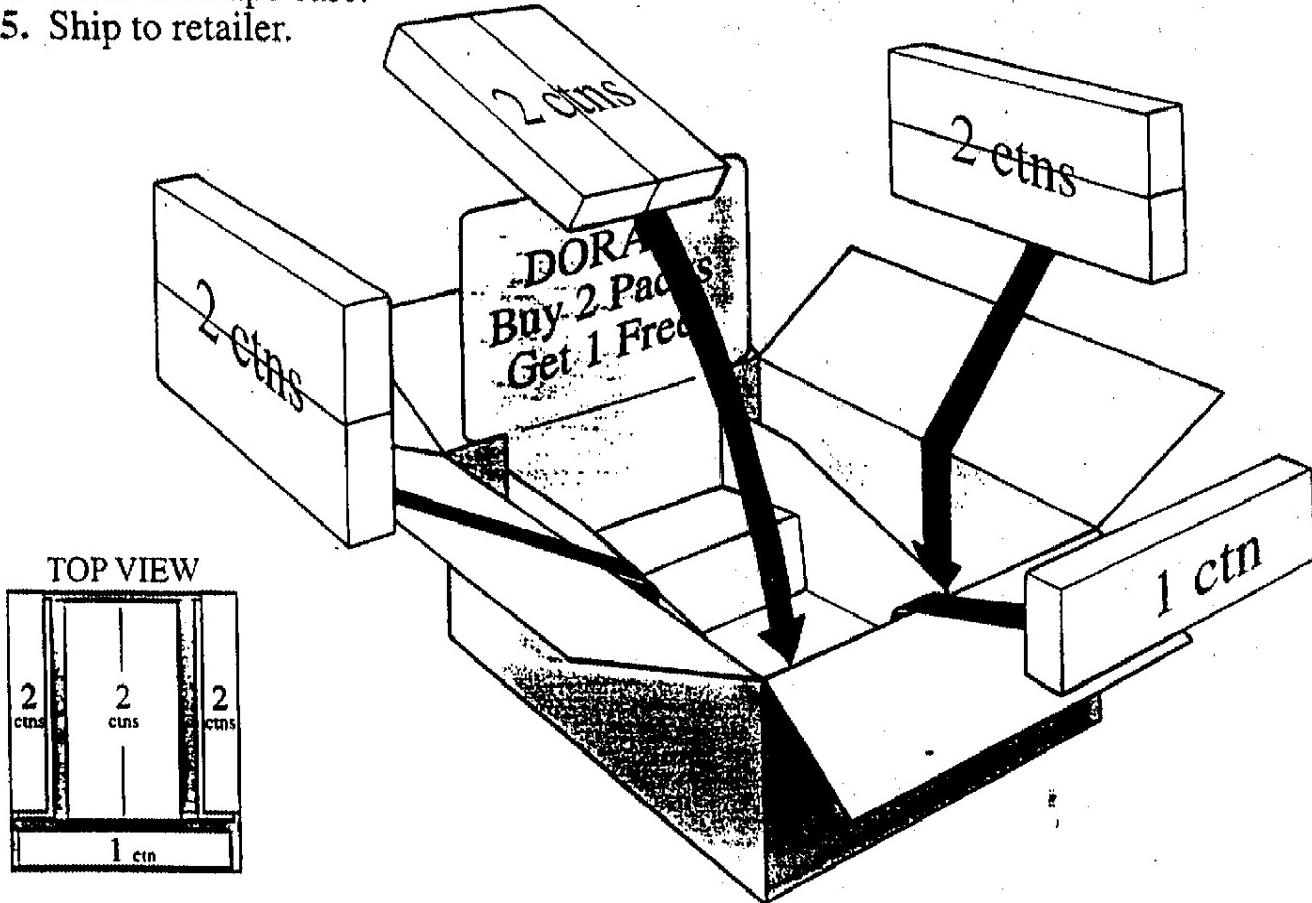
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	LIGHT	L+MEN 100	Light 100	FC 100		
Number of Cartons						

51844 9092